HYPER-PERSONALIZATION AT SCALE

Issues and challenges

- Generate more store traffic
- Increase customer retention/ intensification
- Boost product categories
- Generate sales uplift

Solution

- Customer engagement platform delivering personalized messaging at scale, across a multitude of channels (email, brochures, tickets, scanners, ecommerce, mobile app)
- AI driven customer 360 (e.g. next best offer& promo determination, affinity modeling)
- Data lake with real time analytics

Results and Benefits

- Billion lines of sales data
- Million hyper-personalized contact moments
- Personalization via email, brochures, tickets, scanners, website, mobile
- Double Digit ROI increase on personalized marketing